

Abstract of the Disclosure

A method of authenticating and or identifying goods comprises the steps of providing a master repeat of a recognizable design and providing a length of a ribbon of material having the recognizable design repeated along the length thereof. The ribbon of material is subdivided into a plurality of individual labels, each of the plurality of labels having at least a portion of the recognizable design. The labels having at least a portion of the recognizable design are then compared with the master repeat to determine the authenticity of the labels.